

# The Cottage Grove Sentinel

Established August 15, 1889  
Published every Thursday at Cottage Grove, Oregon  
Entered at Cottage Grove, Oregon, as second class matter.  
Subscription rates, cash in advance. No subscription for less than three months.  
In Oregon 1.75  
Outside Oregon 2.00  
Foreign rates on application 4.00  
W. C. Martin, Editor  
James Boise, Publisher  
Al Martin, Advertising Manager  
Miriam Atkins, Society Editor

NATIONAL EDITORIAL ASSOCIATION  
NEWSPAPER PUBLISHERS ASSOCIATION

New York • Chicago • Detroit • Philadelphia  
Weekly Newspaper Representatives, Inc.  
National Advertising Representative

## Soil Conservation District Promoters Deserve Our Thanks

Those who had a part in promoting a soil conservation district for this area deserve our thanks, for we believe this is one of the logical steps to follow in bringing about better farming for the south Lane district. Among the leaders pointing out the need for such a development were Forrest Woods, Dr. H. A. Hagen and the Chamber of Commerce.

As we understand the object of such a district is to aid those who want to farm, not by giving subsidies, but by aiding in improving the particular farm. There are many ways in which this can be brought about such as soil testing, surveying the land for possible irrigation and other practices a good farmer would follow in taking over a farm.

Soil conservation, Dr. H. A. Hagen explains, includes all lands within the soil conservation district, whether they be forest, range land or farms. In most soil districts the productivity of the soil has been doubled which means that although we could not add any acreage to the district, we could still double the production.

There is a lot of logged off land in this district, which at the present time is doing nobody any good. Tests of the logged off lands would determine what they are good for. Chick Hiltbrand, Chamber of Commerce manager, has commented that the soil conservation district is the basis for future agricultural activities and will last over 2,000 years.

While details are yet to be completed with reference to formation of the district, it is in our opinion one of the most forward steps the South Lane area has undertaken since the coming of the pioneers to the valley.

## The Juvenile Judges Ought to Know

Judges who try juvenile cases ought to know better than anybody else the causes of juvenile delinquency and the cure. In this connection it is interesting to note that the National Council of Juvenile Court Judges, meeting recently in Colorado Springs, Colo., demanded the outlawing of "comic books and horror magazines depicting crime, sadism, vulgar sex and horror scenes."

In a resolution, the association charged that those types of publication, "contribute toward the moral breakdown of our children." The judges further charge that the so-called comic books are causing an increase in delinquency and are often responsible for the adult criminal.

On the comic book issue, the judges' resolution said, "The character of juvenile delinquency is no longer the thoughtless acts of children, but in all too many instances is the consequence of stimulation by these publications. . . .

"These are not comics, but 'tactics' resulting in acts of violence, armed robbery, torture and even homicide. We daily see the tragic and pitiful consequences of these . . . vicious and vile publications which now condition the minds of our children."

The resolution called for action on federal, state and local levels to "outlaw, curtail and prohibit the publication, dissemination and distribution of so-called comic books, picture magazines and horror magazines depicting these objectionable features."

The judges asked service clubs, fraternal organizations, industry groups and newspapers to support their demand.

## Bridge Should Be a Memorial

The new bridge over the Coast Fork river is a credit to any community. Joe Crepeau, mayor, thinks it should be a memorial of some sort and prefers a memorial to the pioneers. Perhaps our readers might also have an idea and if so, now is the time to come forward with it.

## Key to Economic Advance

Harley L. Lutz, an authority on taxation, recently made this important contribution to current discussions of revision of our tax system: ". . . there has been some disposition to repeat the age-old but fallacious argument that what is needed is more consumption rather than more investment. This is the issue of a static versus a dynamic economy. The key to future economic advance and to the maintenance of employment, production, and income, is capital formation."

A sound and constructive tax policy must do everything within reason to encourage people to invest their savings in productive, employing enterprise, both large and small. And that means, in turn, that the people who take the risks involved must see an opportunity to earn a fair return on their investment.

## Who Won?

We have attempted several times to analyze the recent McCarthy-Army hearing, but aside from getting rid of the tax payer's money, nothing worthy of mention was accomplished. The Gallup organization conducted a public opinion poll, which resulted in the army winning by a slight margin, but the poll showed there was nothing to crow about.

At any rate we still have the communists with us.

## Substantial Gains

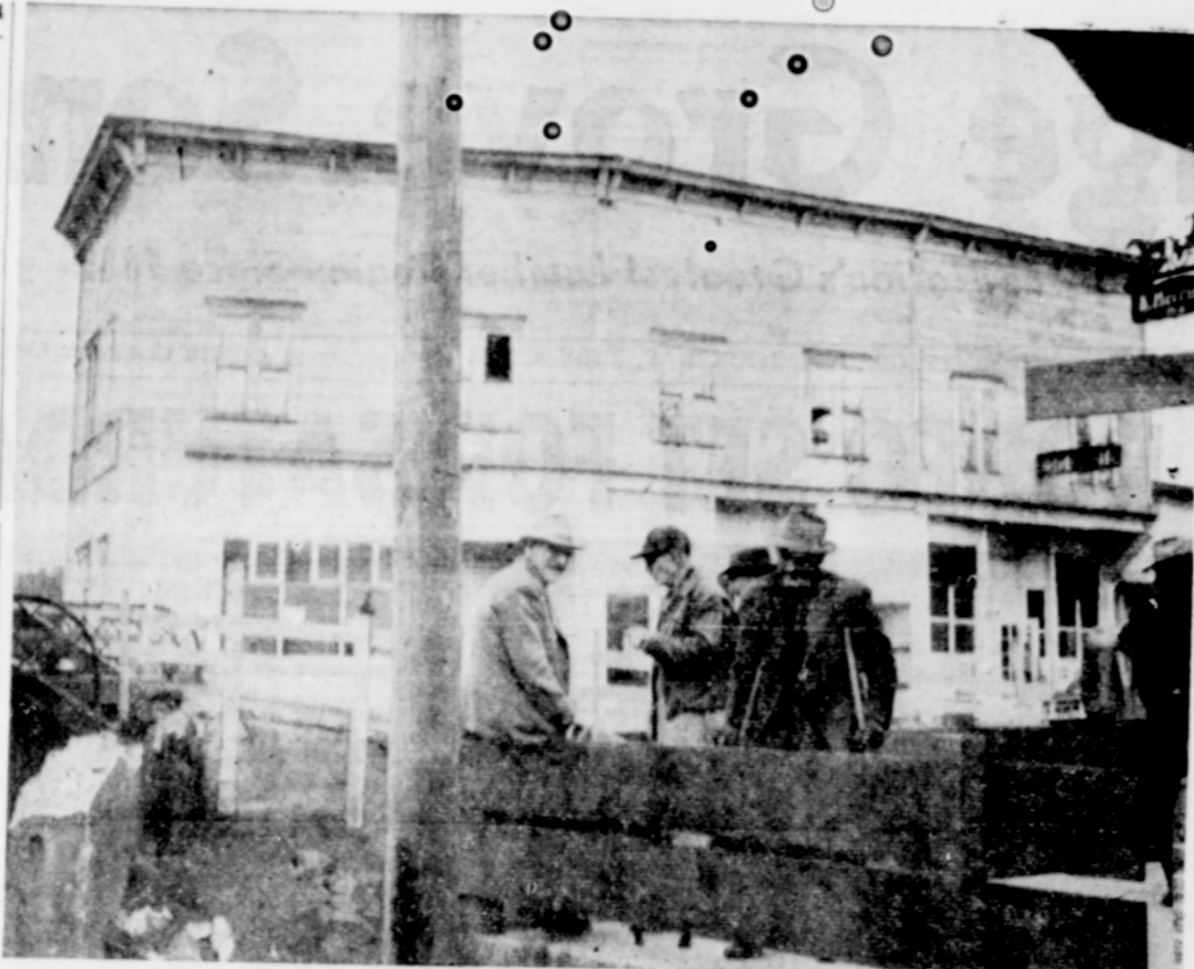
The very substantial increases in wages that have taken place in the postwar era are not the limit of labor's gains. Preliminary reports from a Chamber of Commerce of the United States survey indicate that fringe benefit costs—employer payments for social security, pensions, vacations and other purposes—amounted to \$739 per employe in 1953. The figure is \$95 higher than that obtained in a similar survey, covering the identical firms, made two years ago.

## What, Indeed?

The Communist meeting was a huge success. Speaker after speaker told the proletariat present that the time was drawing nigh to strike off their shackles, to overthrow the Government.

As the faithful cheered, the Chairman beamed. But he didn't fail to catch the one discordant note. Off in a corner of the dingy meeting hall, one of the members sat on his hands. His brow was furrowed. He was worried.

Finally, he struggled to his feet and was recognized. "Comrade Chairman," he said plaintively, "comes the revolution, I am all for it. But one thing bothers me. When we overthrow this oppressive capitalist Government we now have, what happens to my unemployment compensation check?"—Straight From The Shoulder.



FAMED COTTAGE GROVE LANDMARK is being torn down. The Kent building, pictured above, will be gone shortly. Building is being removed because it was considered a fire trap and was no longer of use. Last owner was Elmer Kent. It is thought to have been built by original owner, Dr. H. C. Schiefel, soon after turn of century. Dr. Schiefel had a private hospital in building. He and his wife Katherine, also a doctor, had offices there, too. Structure passed through many hands before coming to final owner, housing among other things a store, laundry and gift shop.

## "Soft Sell" Best

It was interesting to read the comments of Bernice Fitz-Gibbon famous retail advertising director published in the Coos Bay Times April 6. In her work with Macy's, Gimbles and other internationally known retail concerns plus her own advertising agency she is in a position to know which types of advertising pays. She has concluded without any reservations that newspaper advertising is the greatest bargain for the advertiser and the most pleasing to the reader.

In her study she has concluded, and she is backed up by other experts, that people take the newspaper first for news and second for advertising. That is the average over all reasons according to many surveys.

In this study by "Fitz," as she is called in advertising circles, there is a point. People do not like to have things forced upon them. They get annoyed at commercials on the radio and television because they interrupt the program. Checks in large cities show that heavy use of water is recorded during the moments that the commercials come on. It is obvious from these checks that people rush to the bath rooms, get a drink of water or something during the commercial. The average person, according to surveys, feels that a commercial on the radio or television is an infringement. He feels this because he has no choice, he cannot select, he must either take it or leave it and he cannot listen or view his program without it.

With the newspaper it is different. The reader can read as much as he desires without being forced to read an advertisement. If he reads an advertisement he does so by his own choice. He is not mad about it because he can read all of the news and skip all of the ads if he so chooses.

But the funny thing is that when he is not forced to read the ads he likes them. In fact most women today read the ads as thoroughly as they do the news and special features.

An advertising man who wants to get ahead can do no better than to make it a point to ask several ladies each week what they think should be done about advertising. They have become apt students and astute critics of advertising. They know what is selling them and what is not and they have most respect for the ads that sell. We found out how little we knew about advertising at a recent convention in Eugene. A panel of 5 lady shoppers gave the advertising men an ear full and made us wonder why they were where they were and how come we were where we were. But from it all we learned that the ladies do read the ads and they judge pretty well when they are good or bad or just mediocre.

When we stop to think about it advertising is not a necessary evil it is a vital part of our whole program. It is the news about the things we need or want and through this medium we judge how we are going to spend the money we work for. It is news more vital than whether Bill Jones was fined for violation of the basic rule or when Julia is going to get married. Now that we are getting into a definite buyers market the merchants are going to have to tell their story through advertising. It is a challenge. They are going to have to think up ways to tell their story and they must always be completely honest in order to hold the patronage and respect of the shoppers.

Good old fashioned honesty about the products is the "soft sell" method and for long term business practice it is best.

The definition of "Soft Sell" in contrast to the "Hard Sell" method as described by "Fitz" can best be defined by a little story she tells about a mule. This mule was an honry cuss, according to the story. The owner took him to a psychologist to see what could be done about his extreme mulishness. The psychologist picked up a wagon tongue and hit the mule over the head. The bewildered owner asked why he did this. The psychologist explained that he wanted to get the mule's attention. She defined this as the "hard sell" method. Hitting the victim over the head, so to speak might get attention but perhaps not accomplish the desired results. She felt that the "soft sell" method of advertising where the cards were laid on the table would in the long run accomplish the most. If it is a cheap item it is best to state that it is not the best but for the price it is O. K. If the price is high and the quality good it is well to so state. The buyers are good judges and if the ad is truthful it will pull, according to this and many other advertising experts.

—Reedsport Umpqua Courier

"What this nation and, in fact, the entire world needs, is courage to replace fear, personal initiative to replace paternalism, and venture to replace the frenzied search for security." Excerpt from New England Letter, published by First National Bank of Boston.

One thing that can be said with certainty—Senators McCarthy and Morse with their inflammatory remarks are exercising positions in the headlines far out of proportion to their importance of position in the country.

Explorer's Wife (accepting her husband's helmet and gun that had been found in the jungle): "Poor Henry! Something he disagreed with ate him." From The Burning Question.

"The public business of the nation is the private business of every citizen."—War Cry.

## Low Bidder

(Continued from Page One)

residences concerning the proposed sewer assessment, the general consensus, according to Coiner, was about split.

Coiner brought to light the dilemma of those property owners who had a sewage disposal unit of their own. If these people are eliminated from the assessment, Coiner said, there will be a larger assessment for the remainder. If they are not excused, he went on, they will be paying for something that is not especially needed.

Councilman Joe Bricher, acting in the capacity of mayor, pointed out that if the sewers are going to be built this summer, all property owners will have to be assessed. The city doesn't even have enough money to put in the main trunk lines, Bricher added.

No Solution Reached  
The council said that they could reach no definite solution until more property owners were heard from.

Councilman Gil Gardner made the remark that perhaps the property owners would be more likely to accept the assessment if the sewers were to be put in someplace other than in West Main. Somewhere where the costly backfill and repaving job wouldn't be needed and would be easier on the pocket book, he said.

Assistant City Engineer McMillan, backed up by Coiner, said that now is the time to buy the new sewer cleaning equipment and especially the new street sweeper. Coiner stated that there will be enough money in the city budget to purchase the equipment. The sweeper will cost approximately \$10,000 and the sewer cleaner \$12,000.

Councilman Jess Hill wondered if it were possible to use a flusher to clean the streets. Mac answered that ordinarily the flusher would be better, but there was such a gradual fall in the drainage lines that the water flowed sluggishly and the lines would plug up.

It was moved that the matter wait until the finance committee could go over the budget and see whether or not it would be feasible to buy the equipment.

## United Fund Appeal

(Continued from page 1)

Community Center, University of Oregon Y.W.C.A. and Y.M.C.A., Boy Scouts, Girl Scouts, Cottage Grove Youth Fund, Oakridge Community Center, Association for the Help of Retarded Children.

Agencies to which Lane County contributes their share, and are a part of the Chest through the Oregon Chest: Albertina Kerr Homes, Inc., Boys and Girls Aid Society, Catholic Charities for Children, Children's Farm Home, Christie School for Girls, Our Lady of Providence Nursery, St. Rose Industrial School, St. Mary's Home for Boys, Salvation Army White Shield Home, Volunteers of America Mothers and Childrens Home, Waverly Baby Home, Mental Health Association of Oregon, United Defense Fund, Oregon Prison Association, Y.M.C.A. Youth in Government, International Social Service.

The goal for the fall campaign has not yet been determined since it is necessary for the American Red Cross to prepare its budget, and the various agencies of the Lane County Chest Budget committee under the chairmanship of Walter Banks. These budget hearings will be held in July.

## Saves Time

The reasons for a United Appeal rather than a number of separate appeals are many, but primarily were brought about because: 1. There will be a substantial savings in the cost of one campaign as compared to the cost of several. 2. It will preserve many thousands of hours of time of volunteers who are asked to work on these various campaigns. Men and women are extremely generous of their time, but there are also limits to the amount of time that can be given to these causes. 3. There has been an agitation for several years to bring about this United Appeal, not only by the workers themselves, but by the business men who find that it takes a great deal of their time and their employees' time to solicit within their stores or factories.

This United Appeal, although leaving the American Red Cross and the Lane County Chest as separate organizations, will be guided by a committee of 13 members, appointed by the various organizations, and whose responsibility it will be to estimate the goal and serve as an advisory and steering committee in conjunction with the regular campaign organization.

but even now we have received as high as 80 dogs and 60 cats in a single day. You can see our feed bill is terrific. We also have cars, wages and incidentals to think of, so would appreciate any donation no matter how small. We do receive help from your city, but this does not defray the expense. I am sure if you visit us, you will see your help is needed.

We have some fine dogs and cats that need good homes. If you have puppies or any other animals that need a home, bring them in. Thanks again for being a good Humane worker.

Dorothy Duree, Manager  
Lane County Humane Society,  
Traxler Road, Eugene.

## Summer Reading List

(also good for anytime of the year)

By Laura Olson

"What'll I read?"  
Chances are if you ask that question—if you're like most of us you will—you'll never follow it up. A person entering a library with little or no idea of what he wants is in for one of two things. He finds a gold mine and becomes a regular patron (and this is not frequent), or faced by thousands of volumes, he turns tale, after skimming a few, and ends by buying a magazine.

Now—we have no quarrel with the magazine publishers, nor the pocketbook people, etc. But, we do suggest that the local library, built for all folks in this area, is a fine place to find out just about anything you'd like to know.

The following book list (which we suggest for summer reading or for anytime for that matter) has been prepared with the able and unstinting assistance of Mrs. Nellie Hamant, Cottage Grove Public Librarian at the Cottage Grove Public Library. It is a list for the general lay reader, and deals with classics only when they are "readable" in our opinion.

### General Classifications

The classifications you will find below are fairly general. We like to think they're our own. We fully expect to have missed some, but we do suggest that this list is able to very capably stand on its own two feet as a beginning of an overall good reading background for any person.

We had great fun preparing it and plan to clip and pass it along to people who never know "What To Read." Very seriously we hope you enjoy scanning it as much as we delighted in putting it together.

This list was prepared with the following stipulations:

1. taken for granted that the potential reader has some background in classical juvenile fiction.

2. not attempted to enter into individual or specialized fields of science, technical training, etc.

3. books listed not necessarily the "best" from each author—just good "typical" work.

4. books listed were necessarily limited to those on the shelves of the Cottage Grove Public Library.

Areas covered include many subdivisions of fiction and non-fiction works. Under fiction: adventure, animal, historical, general, mystery, religious, romance, war and western.

Nonfiction listings cover: antiquities, anthropology, animals, biography, birds, flowers, history, housekeeping, music, natural resources, painting, philosophy, politics, religion, social sciences, sports, theater, travel, Northwest writings and poetry.

In some instances a very slight indication of book subject matter is given. However, because of space limitation, many are given by title and author only.

**Fiction:** Without Magnolias (romance, negro), Moon; The Cruel Sea (history, WWII), Monsarrat; The Fountainhead (romance, newspaper), Rand; Foundation (science fiction), Asimov; The Walls of Jericho (romance), Wellman; Out of the Night (history, Communism), Valtin; White Tower (adventure, mountain climbing), Ullman; Miss Willie (mountaineers in Kentucky), Giles; The Bishop's Mantle (religious), Turnbull; Dawn's Early Light (history, Revolutionary War), Thane.

### "Lad"—a Classic

Lad, A Dog (animal), Terhune; The Brave Bulls (adventure, bull fighting), Lea; How Green Was My Valley (romance, Welsh coal mining), Llewellyn; The Call of the Wild (adventure, animal, far North), London; Each Bright River (history, early Oregon), McNeilly; So Little Time (general), Marquand; Spoonhandle (romance, New England—story of Cape Cod), Moore.

The Hurricane (adventure, Tahiti), Nordhoff and Hall; My Friend Flicka (animal, horses), O'Hara; Freckles (romance), Porter; All Quiet on the Western Front (war, WWI), Remarque.

The Cardinal (religious), Robinson; The Silver Chalice (religious, historical), Costain; The Human Comedy (general), Saroyan; The Chequer Board (romance, war), Shute; Our Hearts Were Young and Gay (humor), Skinner.

The Best Science Fiction Stories (science fiction), edited by Bleiler & Dick.

### Historical Fiction

Doctor in Buckskin (concerns Narcissa and Marcus Whitman), Allen; Captain from Castile (Spaniards in the new world), Shellabarger; Black Rose (early England and Asia Minor), Costain; The Egyptian, Waltari; The Quiet Life of Mrs. General Lane (early Oregon), Case; Tales of the South Pacific (WWII), Michener; The House Divided (Civil War), Williams; Gone With the Wind (Civil War), Mitchell; Immortal Wife (Mrs. Jesse Fremont), Stone; The Cain Mutiny (Navy, WWII), Wouk.

### Non-Fiction

Antiques: The Practical Book of American Antiques, Eberlein and McClure; The ABC's of Old Silver, Drapper; The Book of Old Glass, Wyler. Housekeeping: Betty Crocker's Picture Cook Book; Cooking Outdoors, Beard.

Animals: The Animals of the World—A to Z. Flowers: Western Wildflowers, Armstrong. Birds:

The Field Guide to Western Birds, Peterson; Bird Watching in the West, Twining.

Religion: A Man Called Peter, Katherine Marshall; Mr. Jones Meets the Master, Peter Marshall; The Greatest Book Ever Written, Oursler; The Abingdon Bible Commentary (reference); The Small Sects in America (comprehensive definition of all religions in America), Clark; The Wisdom Tree (start of religion, through different branches: Hindus, Christianity, Moslems, Babylonians, etc.), Hawkridge; As I See Religion, Fosdick.

### Music

Great Symphonies, Spath; The Victor Book of Symphonies; A Smattering of Ignorance, Levant; Music for Your Child, Kreit; Of Men and Music, Taylor.

### Painting

The Story of Painting for Young People (good for older people, too).

### Plays for All

Theater: The 20 Best Film Plays; The Theatre Guild Anthology; The Best Plays Series (edited each year, originally by Burns Mantle, now by Louis Kronenberger); Twenty Best Plays of the Modern American Theater, edited by Gassner; The Complete Works of Shakespeare, illustrated by Rockwell Kent. Dance: Complete Book of Ballet, (ballets and people.)

Sports: The Wise Fishermen's Encyclopedia, Wise; How to Play Your Best Golf All the Time, Armeur; The Standard Book of Hunting and Shooting, Strongfellow; The Story of the Olympic Games, Kieran and Daly; Budge on Tennis.

Philosophy: The Mature Mind, Overstreet; How to Win Friends and Influence People, Carnegie; Why We Behave Like Human Beings, Dorsey; The Story of Philosophy, Durant.

Anthropology: Gods, Graves and Scholars, Ceram; The Track of Men, Field; Man, the Unknown, Carral; Under the Sea Wind, also The Sea Around Us, Carlson.

Biography: Lelia (life of George Sand), Maturio; Dance to the Piper (autobiography), Agnes DeMille; Death Be Not Proud, Gunther; The Story of Ernie Pyle, Miller; The Seven Story Mountain (religious, autobiographical), Merton; Through Charley's Door (autobiog), Emily Kimbrough; His Eye Is on the Sparrow (autobiog), Ethel Waters; A King's Story (autobiog), The Duke of Windsor; George Washington Carver, Rackham Holt; Three Came Home (Borneo after WWII), Agnes Newton Keith; The Peabody Sisters of Salem (New England), Tharp; The Spirit of St. Louis (autobiog) Lindbergh; Van Loon's Lives, Van Loon; Tallulah, (autobiog), Bankhead; Madame Curie, Eve Curie; Cheaper by the Dozen (humorous), Carey and Gilbreth.

Northwest writings: They Came to a River, McKay; At the End of the Car Line, Lampan; Indian Legends of the Pacific Northwest, Clark; The White-Headed Eagle (life of Dr. McLoughlin), Montgomery; The Bridge of the Gods, Balch; Canyon Passage (fiction), Haycox; Westward the Women (biog), Ross; Before the Covered Wagon, Parrish; Our Promised Land, Neuburger; Our Promised Land, edited by Holbrook.

History: The Battle for Asia, Snow; Behind the Face of Japan, Close; Reveille in Washington (Civil War), Leekch; People of the Deer (Arctic), Mowat; We Live in Alaska, C. and H. Helmericks; Berlin Diary, Shirer; Here Is Your War, Pyle; The Crusades, Lamb.

Travel: In Search of Ireland (one of a series), Morton; Strange Lands and Friendly People Douglas; We Took to the Woods (one of 4), Rich; The Royal Road to Romance, Halliburton; Back to Mandalay, Lowell Thomas; Quest for the Lost City (Mexico), Dana and Ginger Lamb; My Patents were Zulus, McCord; Kon-Tiki; Windows for the Crown Prince (Japan), Vining; Grandmother Drives South (South America), Lenley; Inside Asia, Gunther; Conquest of Everest, Hillary.

Politics: Witness, Chambers; I Led 3 Lives, Philbrick; Mission to Moscow, Davies.

### Natural Resources

Road to Survival (conservation), Vogt.

## Olaf E. Hauger

Olaf E. Hauger, Lorane Route, Cottage Grove, died in Cottage Grove hospital Saturday, July 3, at the age of 72. He was born in Norway October 31, 1881, and came to the United States 54 years ago. On January 31, 1904, he was married in Nicollet county, Minn., to Clara J. Peterson, who survives him. They came to Cottage Grove eight years ago from Eugene. Besides his widow, he is survived by one daughter, Genevieve Hill, Cottage Grove; three grandchildren; two great-grandchildren and one sister in Norway. Funeral services were held at Mills Mortuary at 2:30 p. m. Thursday, July 8, with the Rev. E. W. White officiating. Interment was in the local IOOF cemetery.

### SLAVENS OPERATIONS START

Operations at the Oak Park housing addition will begin this Thursday or Friday with the construction of foundations on the first 10 homes, according to Slavens Bros. Construction Co. No information was available as to when full scale operations will begin.